

**2012-2017 Michigan Tourism Strategic Plan  
Funding Committee Meeting  
Crowne Plaza Lansing West, April 11, 1-5pm**

**Agenda**

1. Review of February 21 Meeting Notes
2. Update from March 9 Travel Commission Meeting – Travel Commissioners Jerry Toney, Susan Sherer and Bill Parlberg
3. Review of March 11 Annual MTSP Meeting
  - a. Funding/Governance Structure – final version of organizational chart
4. Status of Action Items from February 21 Meeting
  - a. List of Michigan foundations – Sarah Nicholls
5. Update on Objective One – \$50 million by 2017
6. Discussion of Objective Two – funding of strategic plan initiatives
  - a. MI Tourism Plan Fund
    - i. Formation/first meeting of board
    - ii. Development of bylaws
  - b. Raising of funds
    - i. Promises to date – MIS (\$5,000), MLTA (\$5,000), Grand Hotel (\$5,000), Susan Sherer (\$2,000)
    - ii. Industry-wide solicitation – who, when, how, etc.
    - iii. Placement of request on MTSP website
  - c. Disbursement of funds
    - i. PMC request for \$5,000 (approved, to MSU)
7. Next Steps and Next Meeting

**2012-2017 Michigan Tourism Strategic Plan  
Funding Committee Meeting  
Crowne Plaza Lansing West, April 11, 1-3pm**

**Meeting Notes**

**In Attendance (in person):** Jerome Toney (Co-Chair), Steve Yencich (Co-Chair), Susan Sherer, Sarah Nicholls, Louise Smith.

**In Attendance (on phone):** Bill Parlberg, Linda Hoath, Rick Winn.

**Absent:** Mary Carroll, Kellie Dean, Stephen Kircher, Mike O'Callaghan, Susan Sherer.

**Welcome and Introductions** – Introductions made by all.

**Review of February 21 Meeting Notes** – Missing reference to the letter that Mike volunteered to prep/Steve to edit. Steve will prep such a letter and send to Jerry and Sarah to review. No other changes or additions made.

**Update from March 9 Travel Commission Meeting** –

Travel Commissioners Jerry Toney and Bill Parlberg updated the group on the TC meeting held March 9 during the Governor's Conference. This was the first TC meeting at which TCers provided their own updates on the work of the eight MTSP implementation groups; Jerry provided said update for Funding. Also the first meeting at which the new funding/governance structure was followed; the TC members present voted unanimously to approve the PMC funding request for \$5,000 to cover the cost of a survey of international students at MSU.

Additional discussion of George's Zimmermann's retirement and process being used by MEDC to search for his replacement.

**Review of March 11 Annual MTSP Meeting** – Committee agreed that meeting seemed to go well, well attended, good questions, clear progress, real sense of momentum. Discussion of timing – could this be integrated into the Sunday TC meeting immediately prior to the opening of the conference?

**Status of Action Items from February 21 Meeting** – Sarah and Louise developed a list of major Michigan foundations that might fund something tourism-related (research, programs, etc.). Many are location-specific, all only fund 501(c)(3) entities. Could consider forming a 501(c)(3) to facilitate this. And/or 501(c)(6) MI Tourism Plan Fund could be

used to offer match on proposals submitted to a foundation by an eligible entity. Public universities are 501(c)(3)s. MEDC is a Michigan Public Body-Corporate.

**Update on Objective One – \$50 million by 2017** – The Governor’s proposed 2014-15 budget includes an additional \$2 million for Pure Michigan. New PM total for 2014-15 would therefore be \$31 million, \$4 million short of where we need to be to reach \$50 million by 2017. Also of relevance to tourism: \$6 million for invasive species and \$2.5 million for trails.

## **Discussion of Objective Two – Funding of Strategic Plan Initiatives –**

### a. MI Tourism Plan Fund

- i. Formation/first meeting of board – to be appointed/established by TC Chair and Board President Roger Curtis (Jerry will discuss with Roger).
- ii. Development of bylaws – boilerplate as required by IRS developed, these need to be edited/updated at first board meeting (Jerry will discuss with Roger).

### b. Raising of funds

- i. Promises to date – Prior to meeting: MIS (\$5,000) (credit card donation received), MLTA (\$5,000 + cost to set up 501(c)(6)) (cheque received), Grand Hotel (\$5,000) (cheque received at meeting). Susan Sherer wrote a personal cheque for \$500 at the meeting; Linda promised \$1,000 from Sault CVB.
- ii. Industry-wide solicitation – who, when, how, etc. – Steve and Jerry have sent invitation to donate to Funding Committee and to Travel Commission, next asks are other MSTP committee members, then broader industry. Discussion of GZ’s ask of CVBs, to support implementation process via contributions to MEDC, and how that impacts this request.
- iii. Placement of request on MTSP website – Sarah can post downloadable donation form on website once form is finalized, also a listing of donors (in alphabetical order). Possibility of allowing payment online?

### c. Disbursement of funds

- i. PMC request for \$5,000 (approved, to MSU)

## **Next Steps and Next Meeting –**

- MI Tourism Plan Fund Board needs to be formed and meet (before June TC meeting?).
- Proposed that Funding Committee meet immediately following June 27 TC meeting.